

REMARKS

The drawings have been objected to for a number of informalities. Formal drawings are submitted along with this amendment.

Claims 3-6 are objected to under 37 CFR 1.75(c) as being in improper form because a multiple dependent claim should refer to other claims in the alternative only. Claims 3-6 have been amended so that these claims refer to other claims in the alternative.

Claims 2, 5 and 6 are rejected under 35 U.S.C. § 112, second paragraph, as being indefinite since alternative limitations are not permitted in claims. The Applicants respectfully traverse this rejection. The MPEP, Section 2173.05(i) II, states that alternative expressions including "OR" terminology are acceptable. This section points to a case in which "or" language was held to be acceptable and not in violation of 35 U.S.C. § 112, second paragraph. For this reason, claims 2, 5 and 6 are believed to be in proper form.

Claims 1-6 are rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,035,323 to Narayen et al. in view of Netscape Communication Corporation's *Netscape Communicator 4.75* software. Applicants respectfully traverse this rejection.

Step 225 described in the Narayen et al. reference describes acquiring images and authoring an album with layout and style that can be converted into an Internet-viewable format (such as an HTML format). Step 227 describes publish software transmitting the album format data and signatures (or images) to a server computer system. As described in the Narayen et al. patent, the signature is an element such as a tracking number that is used by the picture management system to refer to the images. This signature cannot be considered to be a media object identifier as described in the present invention. The system of Narayen et al. is similar to the prior-art systems described in the State of The Art section of the present application, and has many of the limitations of this prior art as described in the present application.

The *Netscape Communicator* reference describes a method of graphically acquiring a digital image with a browser.

The Narayan et al. and the *Netscape Communicator* references, alone or in combination, do not produce the system of Claim 1 of the present invention.

Claim 1 reads as follows:

1. (Amended) A method of transporting a *media object* from a *first location* to a *second location*, comprising the steps of:
accessing a Web page containing at least one *media object identifier*;
locating a *media object* on a *first location*;
associating the *media object* with the Web page *media object identifier*;
transporting the *media object* from the *first location* to the *second location*.

In Claim 1, the web page includes a media object identifier. The media object is associated with the media object identifier. This is not done in any of the cited references, alone or in combination.

The signature as described in Narayan et al. cannot be considered to be a media object identifier. The specification of the present invention makes it clear that the media object identifier is a software component, typically including a graphical user interface. This is far different from a signature (or tracking number) used in the Narayan et al. reference. For this reason, Claim 1 is believed to be allowable.

Claims 2-6 are believed to be allowable because they are dependent upon Claim 1 and because of the additional limitations of these claims.

The media object identifier system of the present invention has enjoyed great commercial success. Many existing websites including Ebay.com and Realtor.com use media object identifiers produced by the assignee of the present invention. Enclosed with this amendment is a web page from Ebay.com showing how, on a "sell your item" page, an example of a media object identifier is used to associate digital images with an auction web page.

In each 24-hour period today, media object identifiers produced by the assignee of the present invention facilitate the acquisition of over a million unique media objects from contributors around the world, resulting in over two hundred million unique image views in the same 24-hour period. Prior to the invention of the media object identifier, customers had unique and unsolved problems with media objects. Ebay had many customer complaints related to the inability to easily associate images with auctions. The use of the media object identifier eliminated this problem for Ebay. In another example, Realtor.com had a department solely to scan and input photos that were sent to them in the mail from thousands of real-estate agents. Now, the real-estate agents, who are not technically trained, can easily send digital media objects to Realtor.com using the media object identifier.

Also enclosed with this Amendment are pages from a case study of a market report concerning Ebay. Note that before the IPIX system, the "sell your item" page required a URL for a picture. Randy Chin, the Director of Ebay.com services, humorously described this prior system as requiring "an electrical engineering degree." The use of the IPIX system with media object identifier made it easy for untrained users to add the pictures.

New Claims 7-14 have been added. New Claim 7 reads as follows:

7. [new] A method comprising:
using a web-based media submission tool as a graphical user interface
for acquiring media objects;
pre-processing the media object for the presentation requirements of a
website, or printing requirements of a publisher prior to moving the media
object from a first location to a second location; and
permanently associating the media object with other required data, and
associating the pre-processed media object with a web page of the web site.

It is believed that the new Claim 7 is not made obvious by any of the cited art. New claim 7 differentiates the invention from prior art by defining the media object identifier as a graphical user interface component for acquiring and processing media objects. This component takes the form of a container for holding, and displaying a visual representation of the media object selected for upload. This component is designed to be integrated into the data collection workflow of existing websites and network applications, allowing the acquired media objects to remain permanently associated with other collected data. Further limitations in claim 7 state that the Media Object Identifier processes the media objects at the first location to meet the specific formatting requirements of the receiving website, prior to the media object being transported to a second location.

Claims 8-14 are believed to be allowable because they are dependent upon Claim 7 and because of the additional limitations of these claims.

Respectfully submitted,

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Marked-Up Version of Claims as Herein Amended

2. (Amended) The method of Claim 1 further comprising the steps of digitally processing the *media object* prior to [transporation] transportation to the *second location* in at least one of the following ways:

Reducing the *size of the media object*,

Compressing the media object for purposes of transportation,

Changing the *file format of the media object*,

Changing the *aspect ratio* or otherwise *cropping* the *media object*,

Adding *text* or other *annotation* to the *media object*,

Encoding or otherwise *converting* the *media object*,

Processing the *media object* in a manner that completely fills the *media object identifier* or maintains the *aspect ratio* of the *media object* within the *media object identifier*.

Changing the *orientation* or otherwise *rotating* the *media object*,

Combining (including *stitching*) of multiple *media objects*, or

Enhancing the image by changing its contrast or saturation values.

3. (Amended) The methods of Claims 1 [and] or 2 wherein the *media object* is associated with the *media object identifier* by dragging a *visual representation* of the *media object* from the *first location* to the *media object identifier* in the Web page.

4. (Amended) The methods of Claims 1 [and] or 2 wherein the *media object* is associated with the *media object identifier* by *browsing and selecting* files on the *first location*.

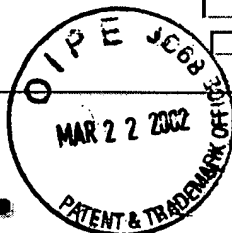
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5. (Amended) The methods of Claim 1 [and] or 2 wherein more than one *media object is* associated or processed simultaneously

6. (Amended) The methods of Claim 1 [and] or 2 wherein more than one *media object identifier is* generated dynamically or generated from pre-set instructions.


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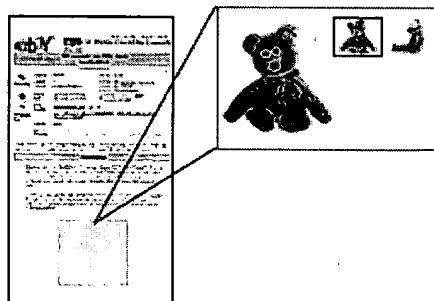
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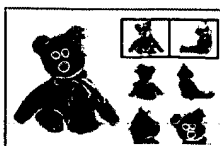
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Title Bar Picture — exclusively from Picture Services

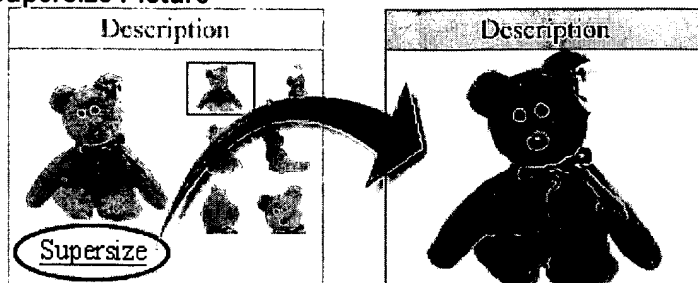
Grab buyer's attention with a small picture of your item at the top of your listing! This new feature is available FREE with any listing using Picture Services. [See this attention-grabbing feature.](#)

Additional Features

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Increase interest by including more photos. Get your first picture FREE and add up to 5 more for just 15 cents per photo.

Supersize Picture

Supersize Pictures show off your item in full detail and grab shoppers' attention with larger photos. For 75 cents, you can display all your pictures up to 800w X 600h pixels(11"x8").

Picture Pack!

Get maximum listing exposure at a discounted price. Add up to 6 photos, Supersize your images PLUS have your listing appear in the eBay Gallery. A \$1.75 value for only \$1.00.

Slide Show

Elevate interest and improve sales with multiple views. Maximum exposure is yours for only 75 cents. Make your item spin before your buyer's eyes by using a special animation effect.

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